



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Report by Lodi District Chamber of Commerce

MEETING DATE: April 21, 1993

PREPARED BY: City Clerk

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: The City Clerk's office received a letter recently from the Chamber of Commerce (see attached) requesting that it be given the opportunity to make quarterly reports to the City Council and the citizens during a City Council meeting.

Pursuant to that request, a representative(s) from the Chamber of Commerce will be present at the April 21, 1993 City Council meeting to make a presentation and to answer any questions.

FUNDING: None required.

Jennifer M. Perrin
Jennifer M. Perrin
City Clerk

JMP

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APPROVED _____

THOMAS A. PETERSON
City Manager





DISTRICT
CHAMBER OF COMMERCE

RECEIVED

MARCH 10 1993

March 9, 1993

Jennifer M. Perrin
City Clerk
City of Lodi
P.O. Box 3006
Lodi, CA 95241

Dear Jennifer:

During a recent discussion with Tom Peterson, I suggested that the Chamber present quarterly oral and written reports to the Lodi City Council. The oral reports would be no longer than ten minutes. We would also provide the City Council and citizens attending the council meeting a written outline of our oral presentation.

Since we receive some contracted City funding and because many of our activities and projects are of keen interest to the City Council (i.e., Cherokee Lane project; Economic Development Task Force), these reports should be of interest to our elected officials and the community.

Tom asked me to contact you with this request. If possible we would like to begin the presentations in April 1993. We would always provide you with the topics to be discussed in the reports.

I am looking forward to hearing from you and hopefully with scheduled presentation dates for the next four quarters.

Sincerely,

Les Dabritz
Executive Director

LD/dma

cc: Ray Himing
Bob Johnson
Major Phil Pennino
City Manager Tom Peterson





DISTRICT CHAMBER OF COMMERCE

April 21, 1993

TO: Lodi City Council

FROM: Les Dabritz, Executive Director, LDCC
Ray Hirning, President

SUBJECT: Quarterly Informational Reports

NOTE: We appreciate the opportunity of presenting Quarterly Informational Reports regarding selective Chamber Activities and services.

1. **VISITORS' CENTER:** Located in the Chamber Office at 1330 S. Ham Lane. Open Monday through Friday from 8:30 a.m. until 5:00 p.m. and Saturdays from 10:00 a.m. until 2:00 pm. year-round using Lend-A-Hand volunteers. Note: Lodi is the only Visitors' Center in the Central Valley open on Saturdays.

INQUIRIES FIRST QUARTER OF 1993 - Handled by the Chamber and/or Visitor Center
Volunteers

| <u>Month</u> | <u>Phone Calls</u> | <u>Walk-ins</u> | <u>Letters Received</u> |
|--------------|--------------------|-----------------|-------------------------|
| January | 225 | 130 | 30 |
| February | 200 | 80 | 40 |
| March | 340 | 130 | 20 |

2. **ECONOMIC DEVELOPMENT TASK FORCE:** In December, 1992, the Chamber proposed to the City Council, the creation of a joint Chamber/City of Lodi Economic Task Force to develop an Economic Development Plan for Lodi.

The task force is chaired by former Chamber President, Lodi City Councilwoman (1983 - 84 1987 - 88) and 1983 Mayor of Lodi, Evelyn Olson. This is the Chamber's top priority for 1993.

The task force meets on a semi-monthly basis. Its primary thrust is to become organized; draft a mission statement; and determine goals & objectives.

The task force is working in concert with the San Joaquin Partnership to develop a plan to not only attract new business to Lodi but also retain current business.



The task force recently implemented a rotating system of providing industrial inquiries to certain local industrial realtors selected through the Lodi Board of Realtors.

3. **LODI INDUSTRIAL GROUP:** The Chamber has reactivated the Lodi Industrial Group which is now co-chaired by Denny Perak and Joe Bagley.

An initial group of representatives from 35 industrial firms. The initial group of Lodi's industries represents 7,000 employees.

The group has organized three focus groups tackling important issues such as Workers Comp; Trip Reduction Ordinance.

This group now provides the City Council with an established forum to direct issues or questions.

4. **CHEROKEE LANE:** Lead by Richard Sanborn the Chamber has established a Cherokee Lane Business Committee.

Cherokee Lane is often times called Lodi's front door. Along its 3 mile stretch are 198 business firms with 1200 employees. This street generates one half of Lodi's sales tax revenue and 90% of the city's motel tax.

Currently merchants and property owners are working to review the 1967 Plan for Cherokee Lane to determine if a modified version of that plan might be the answer to upgrading Cherokee Lane.

5. **TOURISM COMMITTEE:** Chaired by Mary Bagnell the Chamber's Tourism Committee is working on plans to launch a visitor training program; develop a mobile Visitor Center.

The committee is also working closely with the Delta Chamber and the Central Valley Tourism Association on promoting Lodi.

6. **SMALL BUSINESS COMMITTEE:** Laura Mullen and Dodie Aggerholm are co-chairing the Chamber's newly created Small Business Committee.

This group is working on seminars and workshops for small business persons. They also are developing a small business book. The committee works closely with SCORE/SBA and the Small Business Development Center.

7. **LODI STREET FAIRE:** Co-chaired by Dorean Rice and Dean Newhall. The next Faire is set for Sunday, May 2, 1993 in Downtown Lodi. Over 400 vendors will be selling at the faire. Another crowd estimated at 20,000 persons is expected to attend.

8. **CHAMBER MEMBERSHIP:** As of last night total Chamber membership reached the 827 mark or a net gain of 227 since I arrived in Lodi a year and half ago.

A June membership campaign is expected to push membership to 1,000 mark for the first time in history.

9. CHAMBER IN GENERAL: These past months have caused the Chamber to become "Lean and Mean". Two staff positions were eliminated because of economic reasons, yet no programs or services reduced or cut.

With use of Lend-A-Hand volunteers and committees handling more of their administrative functions the Chamber has been able to accomplished its goals and objectives.

These are only a few brief activities and projects of the Chamber. In all of these the City staff and City Council has cooperated or been involved.